

ABSTRACT

A transfer multi-layer material for customized printing of color images with a holographic appearance is described. The transfer recording material comprises a multilayer structure on a carrier forming a plurality of panels. A portion of the multilayer structure corresponding to a panel comprises an embossable layer (holographic layer) wherein each pixel is configured to reflect incoming light at a predetermined angle α_1 . The panels may be tinted in one of the YMCK primary colors. Alternatively, either of the layers of the multi-layer material can be tinted. Each pixel corresponding to the embossable layer of an adjacent tinted panel is configured to reflect incoming light at a different predetermined angle α_2 . The transfer material can have as many panels as desired, each of the layers having an embossable layer with the pixels configured to reflect incoming light at a certain angle α . The transfer material is therefore formed by a plurality of spaced-apart panels each of which comprises an embossable holographic layer reflecting light at a predetermined angle different from that of other panels. Upon activation of a surface of a printer head, tinted pixels from different panels transfer onto a substrate, either in a blended or stand-alone fashion, forming a desired color image with a holographic appearance.